IN THE CLAIMS

1. – 20. Canceled.

21. (Currently Amended) A method of sending an advertisement to a user operating a wireless communication device, comprising:

sending first information about a location of the ~~user~~ wireless communication device from a service provider on a communication network to a content server ~~provider~~ that provides web content to the wireless communication device;

sending ~~an indication~~ a pre-designated code from the service provider to the content server ~~provider~~ when the location is continuously changing;

searching a first database containing a plurality of location-specific advertisements, the database located on the content server, wherein receipt of the pre-designated code prevents the initiation of the searching;

selecting a first one of the plurality of location-specific advertisements that is associated with the location of the ~~user~~ wireless communication device and is desired to be sent to the user at a stable location that is not continuously changing; and

sending the first one of the plurality of location-specific advertisements to the wireless communication device over [[a]] the communication network when the location is stable and not continuously changing[[,]].

~~wherein the user enters a code on the wireless communication device to activate and deactivate an identity-blocking option, the identity-blocking option to allow or prevent dissemination of an identity of the user to the content provider.~~

22. (Previously Presented) The method of claim 21, further comprising:

    receiving second information about the identity of the user;

    searching a second database containing a plurality of user-specific advertisements;

    identifying a second one of the plurality of user-specific advertisements; and

    sending the second one of the plurality of user-specific advertisements to the wireless

communication device over the communication network without transmitting an indication of

the identity of the user therewith.

23. (Previously Presented) The method of claim 22, wherein the second one of the plurality

of user-specific advertisements is identified based on one or more criteria pre-selected by the

user.

24. (Previously Presented) The method of claim 22, wherein the first one of the plurality of

location-specific advertisements is identified based on one or more criteria pre-selected by

the user, the one or more criteria including a preference for not receiving particular

advertisements in a particular geographic region.

25. (Previously Presented) The method of claim 22, wherein the first one of the plurality of

location-specific advertisements is identified based on one or more criteria pre-selected by

the user, the one or more criteria including a preference for receiving particular

advertisements in a particular geographic region.

26. (Currently Amended) The method of claim 21, wherein the first information about the

location of the ~~user~~ <u>wireless communication device</u> is sent periodically.

27. (Previously Presented) The method of claim 21, further comprising:

receiving second information about the identity of the user;

accessing a second database containing a plurality of user-specific preferences;

identifying one or more preferences in the second database that are associated with the user;

selecting the first one of the plurality of location-specific advertisements based on the one or

more preferences in the second database; and

sending the first one of the plurality of location-specific advertisements in the form of the

first TCP/IP message to the wireless communication device without transmitting an

indication of the identity of the user therewith.

28. (Previously Presented) The method of claim 27, wherein receiving the second

information about the identity of the user is accomplished by obtaining the second

information for a fee.

29. (Previously Presented) The method of claim 21, wherein the first information about the

location of the user includes second information about the identity of the user, and wherein

the first one of the plurality of location-specific advertisements is sent to the wireless

communication device without transmitting an indication of the identity of the user

therewith.

30. (Previously Presented) The method of claim 21, wherein the first information about the

location of the user excludes second information about the identity of the user.

31. (Withdrawn) A method of sending an advertisement over a communication network to a

user operating a wireless communication device, comprising:

receiving first information about a location of the user;

receiving second information about the identity of the user;

receiving an indication when the location of the user is continuously changing;

searching a database containing a plurality of location-specific advertisements;

selecting one of the plurality of location-specific advertisements based on one or more

criteria pre-selected by the user, including a criteria for sending advertisements to the user

when the user's location is continuously changing; and

sending the one of the plurality of location-specific advertisements to the wireless

communication device over the communication network without transmitting the identity of

the user therewith.

32. (Withdrawn) The method of claim 31, wherein receiving the first information about the

location of the user is accomplished by obtaining the first information from a service

provider for the wireless communication device.

33. (Withdrawn) The method of claim 32, wherein the first information about the location of

the user is obtained from the service provider for a fee.

34. (Withdrawn) The method of claim 31, wherein receiving the second information about the identity of the user includes receiving the second information from a service provider for the wireless communication device.

35. (Withdrawn) The method of claim 31, wherein selecting the one of the plurality of location-specific advertisements includes:

receiving the one or more criteria from the user;

storing the one or more criteria received from the user in the database; and

consulting the one or more criteria while selecting the one of the plurality of location-specific advertisements from the database.

36. (Withdrawn) The method of claim 35, wherein the one or more criteria including a preference for not receiving particular advertisements in a particular geographic region.

37. (Withdrawn) The method of claim 35, wherein the one or more criteria including a preference for receiving particular advertisements in a particular geographic region.

38. (Withdrawn) The method of claim 31, further comprising allowing the user to unblock over the Internet the transmission of the identity of the user.

39. (Withdrawn) The method of claim 31, further comprising disclosing the identity of the user to an emergency service provider when the user requests emergency help.

40. (Withdrawn) The method of claim 31, wherein the one of the plurality of location-specific advertisements is sent over the communication network in the form of a TCP/IP (Transmission Control Protocol/Internet Protocol) message.